historical query having a high frequency of occurrence, the term clusters comprising the expanded terms.

16. **(Currently Amended)** A computer-readable storage medium as recited in claim 13, wherein the computer-executable instructions for generating the content similarity measurements further comprise instructions for generating respective term vectors from the bid term(s) and the site contents, and calculating similarity between the respective term vectors to determine direct similarity between the bid term(s) and the site contents.

17. **(Currently Amended)** A computer-readable medium storage as recited in claim 13, wherein the computer-executable instructions for generating the expanded similarity measurements further comprise instructions for:

generating respective term vectors from the bid term(s), the site contents, and the expanded terms; and

calculating similarity between the respective term vectors to determine the expanded similarity measurements between the bid term(s) and the site contents.

18.   (Cancelled).

19. **(Currently Amended)** A computer-readable storage medium as recited in claim 13, wherein the computer-executable instructions for calculating the confidence value further comprise instructions for: